

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2011/2012

*Second Semester Examination
Academic Session 2011/2012*

Jun 2012

YSP509 – Periklanan Antarabangsa
International Advertising

Masa: 3 jam
Duration: 3 hours

Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat bercetak.
*This examination paper consists of **Three (3)** pages of printed materials.*

Jawab **Tiga (3)** soalan.
*Answer **THREE (3)** questions.*

Setiap soalan bernilai 100 markah.
Each question carries 100 marks.

1. Huraikan kenapa periklanan antarabangsa diselubungi masalah dari segi pelaksanaan kreatif dan daya tarikan. Bincangkan dengan contoh-contoh khusus.

Explain why international advertising is fraught with problems in terms of its creative executions and appeals. Discuss with specific examples.

2. Terdapat beberapa faktor yang membantutkan perkembangan penyelidikan periklanan antarabangsa. Bincang pernyataan di atas berdasarkan bahan bacaan sarjana periklanan seperti George Zinkhan (1994), Charles Taylor (2002), Zou (2005), Moriarty & Duncan (1991) dan Gordon Miracle (1984).

There are variety of factors that hindered the development of international advertising research. Discuss the statement based on current readings by advertising scholars like George Zinkhan (1994), Charles Taylor (2002), Zou (2005), Moriarty & Duncan (1991) and Gordon Miracle (1984).

3. Budaya mempengaruhi periklanan. Berdasarkan De Mooij (2010) bincang bagaimana tipologi budaya Hofstede membantu pemasar Barat memahami budaya Asia dengan lebih baik? Berikan contoh relevan.

Culture influences advertising. Based on De Mooij (2010) discuss how Hofstede's cultural typologies help Western marketers better understand Asian culture? Provide relevant examples.

4. Terdapat dakwaan bahawa periklanan merupakan eksport Amerika Syarikat yang terhebat. Bincang pernyataan berdasarkan "Teori Dependency" (1994).

There are assertions that advertising is American greatest export. Discuss the above statement based on the "Dependency Theory" (1994).

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5. Periklanan boleh distandardisasikan untuk semua negara. Hujahkan pendirian anda dengan contoh-contoh yang relevan.

Advertising can be standardized for all countries. Debate your stand by using relevant examples .

6. Apakah strategi yang berbeza dalam periklanan global bagi mengendalikan sesuatu kempen. Berikan contoh-contoh khusus.

What are the different strategies in global advertising in implementing a campaign. Provide relevant examples.

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